

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) : NEWTON  
Serial No. : 10/538,101  
Filed : June 8, 2005  
For : APPARATUS AND METHOD FOR  
PREVENTING SWITCHING FROM A  
CHANNEL DURING AN ADVERTISING  
DISPLAY  
Group Art Unit : 2427  
Examiner : LANGHNOJA, Kunal N.  
Confirmation : 1381

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND/OR RESPONSE TO MARCH 4, 2009 OFFICE ACTION**

In response to the non-final Office Action issued on March 4, 2009, no claim amendments are made herewith. Please consider the following remarks including arguments supporting traversal of all outstanding claim rejections.